Hudson's Bay Company.
INCORPORATED 29 MAY 1670

Shop Friday at the Bay 9 a.m. to 9 p.m.

dial EV 5-1311

Spring GLOVE SALE!

Special, pair 1.99 Sizes 6 to 7½

"Spring has Sprung." Easter's coming, and what you **really do need** to complement your new Easter outfits and Spring ensembles are gloves (a couple of pairs at this low price) . . . The long and the short of it are our shirred NYLON SIMPLEX SIX-BUTTON LENGTH and our NYLON OR COTTON SIMPLEX SHORTIES that come in basic shades: white, black, beige, as well as pretty Spring pastels . . . Easy to wear, wonderfully comfortable, these fit-perfect gloves have the added bonus of being a snap to care for: you can launder them in a jiffy, they look just as fresh as new! Regular 2.95.

Flatter Legs With Beautiful Nylons

Seamless and full-fashioned nylons come in a dainty beige shade that adds a tan-toned gloss to your legs. Supplement your hosiery wardrobe with these thirds (these nylons **are not** seconds, but there are slight irregularities in color, seam finishing and length that take them out of the top-quality class). Sizes 8½ to 11.

Special 2 pairs $1

HUDSON'S BAY COMPANY, hosiery and gloves, main

Spring Sportswear Sale

Two-in-One! Reversible Skirts, Reg. 19.95

A pleated ripple that, stitched to the hips, fans out in a whirl of softly blended colors light as a Spring day . . . Reverse, and what have you? **A completely new skirt** in an entirely different color combination! A real wardrobe-widener this, whose possibilities are limitless—match it with a sweater set one day, a sweater-blouse the next, a tailored shirt the next for infinite variety! Made of 100% pure wool worsted, finished with heavy-duty, easy-glide zipper, our smart reversible (whose pleats are permanently pleated to stay put) comes in attractive plaid designs. Sizes 12 to 18 collectively. **Special, each 14.99**

Only $5 Down, $5 Monthly

For First Spring Days! Poplin Car Coats

Jaunting off for a drive in the country, a sports car rally, a walk by the seaside . . . wear one of these cosy car coats that, made of top-quality poplin, features a quilt lining to keep you warm when sunny Spring days turn a bit chill! Shawl or tailored collars, button or zipper closing put these car coats on the list style-wise. Sizes 12 to 18 collectively. **Regular 12.95, saving of 4.96. Special, each 7.99**

Continental Touch! Bulky Knit Sweaters

Not just a sweater, but a rich-knit, snuggle-into topper that fits with ease, looks marvellous paired with slacks, Slim Jims or a sleek narrow-line skirt! . . . 100% Botany wool has gone into these first-quality, high-style bulkies that are finished with a round neckline, drawstring waist. A few cardigan styles. Large sizes. Regular 12.95. **Special, each 8.99**

HUDSON'S BAY COMPANY, sportswear, fashion floor, 2nd

Friday 7 p.m. Specials

On sale 1 hour or while quantities last. Personal shopping only. No phone, mail or C.O.D. orders, please.

80"x100" Flannelette Blankets

White, with a warm, deep nap that stays soft and cosy . . . Generous-size blankets are hard-wearing, easy to launder. **Special, pair 5.88**

HUDSON'S BAY COMPANY, staples, 3rd

36" Printed Organdy and Sheers

Half Price! Crisp, permanently finished and colorfast . . . dainty floral pattern organdy that washes beautifully, maintains its fresh charm. Assorted pastel shades. Reg. 79c. **Special, yard 38¢**

HUDSON'S BAY COMPANY, dress goods, fashion floor, 2nd

Reg. 3.95-10.95 Upholstery

Nylons, leatherettes, mohairs and cottons, 54" wide, in assorted colors, ¼-yard to 2-yd. lengths. Perfect covering for stools or small chairs. **Special, yard 2.49**

HUDSON'S BAY COMPANY, draperies, 4th

½ Price! Tots' T-Shirts, Cardigans

Made of imported Belgian cotton, these comfortable T-shirts and cardigans are finished with short or long sleeves. Come in white and pastel shades. Sizes 3 to 6x. **35 reg. 1.98. Special 99¢**
4 reg. 2.49. Special 1.24 48 reg. 2.98. Special 1.49

HUDSON'S BAY COMPANY, children's wear, 3rd

Clearance! Neat Cotton Blouses

Regular 1.99 and 2.99 cotton blouses come in a variety of styles and colors that blend well with slacks, skirts and shorts. Sizes 12 to 20 collectively. **Special, each $1**

HUDSON'S BAY COMPANY, sportswear, 2nd

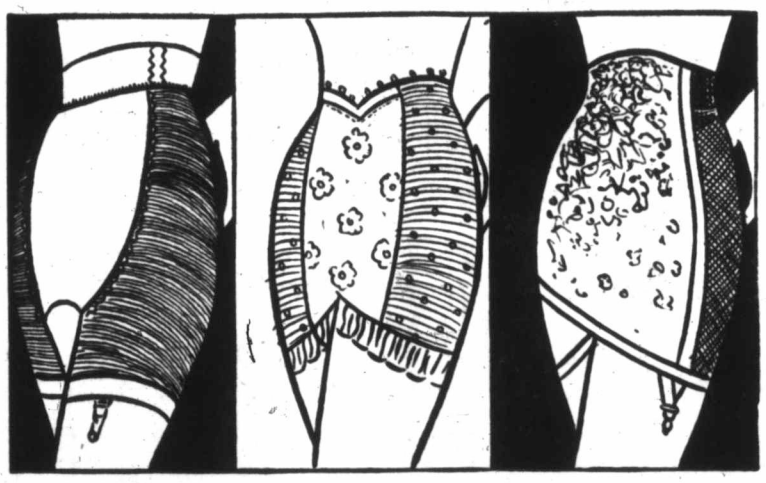
Frosted Trilight Globes

Frosted, to give the maximum light without eye-bothering glare, these globes in 100-watt, 200-watt and 300-watt intensity for variation in your lighting. Large socket type. **Special, each 77¢**

HUDSON'S BAY COMPANY, hardware, lower main

The BAY Has the BIG Selection of Figure-Flattering Girdles each 4.98

- Alpha
- Formfit
- Sarong
- Gothic "Daisy"
- Winkie
- Warner's
- Vogue
- Grenier



Tall, medium or short; slender, average or full, we've got the girdle that's figure-perfect for you! See our famous-name selection in the foundations department, the fashion floor, second . . . Remember, no matter how willowy you may be, your figure will look even lovlier smoothed by a light-weight girdle, and if you tend to be heavy, a comfortable girdle will trim inches with ease! Small, medium, large and some extra large.

Also: "Formfit," "Daisy Fresh," Vogue" and "Alpha" in panty girdle style. Each **4.98**

Ask about "Lasticare"—A cold-water shampoo for girdles and brassieres.

HUDSON'S BAY COMPANY, foundations, fashion floor, 2nd

Treat Your Family to Delicious Scandinavian Smorgasbord

Come, feast to your heart's content from the Bay's colorful Smorgasbord table. Try any or all of the delicious hot dishes, attractively garnished cold meats, tempting fishes, and imaginatively prepared salads —as well as a host of tasty savories . . . Beverage included, dessert extra.

All you can eat for only 1.15
Children under 14, 70¢

HUDSON'S BAY COMPANY, Olympic Room, lower main

Please Turn the Page for More Friday Values!

Now!

A NEW KIND OF MAKE-UP BEAUTY

formula-blended for your complexion coloring

Based on the world famous American Optical Co. *"Beauty Lens"*

The moment you see yourself wearing the perfect shade of makeup for your skintone . . . the moment you see that new look of a radiant, flawless, complexion you'll discover why famous Powers models can look as beautiful as they do. You'll realize they weren't always that beautiful . . . that much of it depends on the beauty system they use. And that system . . . that new kind of makeup is yours to enjoy right here. Come in and meet our John Robert Powers Beauty Co-ordinator. Watch the "Beauty Lens" scientifically select the perfect makeup shade. Perfect, also, because it hides imperfections as though they didn't exist. Watch a whole new life of beauty open for you. Begin today with FLUID FOUNDATION. $2.00 plus tax

John Robert Powers

FLUID FOUNDATION

HUDSON'S BAY COMPANY, cosmetics, main

Check These Children's Wear Values

Children's Leather Loafers

Special 3.98

Manufacturer's special in loafers for the younger crowd. Brown, white, black and navy, in five styles. Sizes 12½ to 3, B, C, D widths. Reg. 8.95.

Sample Clearance

168 pieces, regular 3.98, 4.98, 5.98. Special 2.49
132 pieces, regular 2.98 and 3.98. Special 1.99

Two groups of children's wear samples which include dresses, shorts, blouses, skirts, slacks and bathers. Sizes 4-14 inclusive.

Cotton Gabardine Slim-Jims, Sizes 7 to 12

Natty, neat-fitting, easy-care Slim Jims feature an elasticized back, 2 slash pockets . . . Pre-shrunk, colorfast, they come in red, white or black with silver and gold Lurex non-tarnish thread woven into the material. **Pair 3.98**

English Imports! Wool Flannel Coats

Beautifully made grey wool flannel coats in two choice styles.
Style 1: Single breasted with stitched collar, gored back, 2 slash pockets, 4-button closing.
Style 2: Double breasted with Peter Pan collar (velvet trimmed), pleated back, button-to-neck front.
Both styles feature good size hems. Sizes 8 to 14. Each **19.98**

HUDSON'S BAY COMPANY, children's wear, 3rd

FIRST RATED

She's way up there! Yes ma'am! The sensational BERNINA automatic for '59 is way up at the top of the list! And you'll know why the moment you start to sew on this free-arm machine!

Everything from zig-zagging and buttonholing to darning, mending and 3-needle embroidering is so easy to do . . . and so completely automatic! All you do is touch and sew! BERNINA for '59 is a masterpiece of precision Swiss design. Ask your Necchi-Bernina dealer for a Free Home Demonstration of the First-Rated BERNINA now! Lifetime Guarantee Bond • Choice of Cabinet Designs.

$10 down, $17 monthly $349

NECCHI SEWING MACHINES—HUDSON'S BAY COMPANY, sewing machines, fashion floor, 2nd